

a.e.f./FYI

A.E.F. Sales Engineering Company's Newsletter for the Electric Industry

Fall 1990

Not many of our customers have occasion to visit us here at A.E.F. Sales. Those who do find a pleasant suite of offices in the village of Mamaroneck, along historic U.S. Route 1 -- the Boston Post Road. Offices on the south side of the building overlook the Post Road and -- beyond it -- Mamaroneck Harbor and Long Island Sound. In winter, office earlybirds say that the sunrise over the Sound makes it worth driving to work in the dark.

Over on the north side of the building, offices look out over the Mamaroneck River. This particular stretch of the river varies with the tides, the seasons, and the weather. When the trees fill in during the

summer and fall, it's easy to forget that Manhattan is only twenty miles away. The river belongs to the ducks, water birds, and the occasional kayaker.

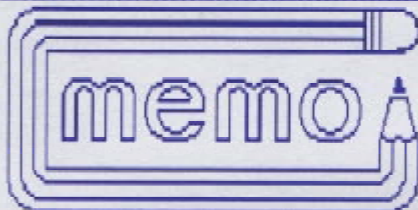
Two adults swans and a baby idled away one particular morning last July, leisurely grooming, feeding, and floating along. The baby was as ugly as Hans Christian Andersen would have liked: a grey, rumpled, altogether unpromising bit of creation. But, in due time, it will become as elegant, graceful, and powerful as its parents.

A company like A.E.F. Sales is not like a swan that comes once to stately maturity and remains there for its allotted number of years. Sure, we'd like to think that parts of our

company are rather swanlike. But, at any given moment, other parts of the whole A.E.F. picture are gray and fuzzy and a little ungainly-- ugly ducklings. Some of these never get beyond the gray and fuzzy stage. Some of them turn out to be tomorrows's swans.

The constant presence of these hatchlings reflects our willingness to experiment, to try out new ideas. There is eagerness here, a feeling of promise, and a constant sense of becoming that shapes and motivates the company and the people who work here.

We hope that you'll harness some of this spirit for your company, by choosing to work with us -- today, and on down the road.



The August 27th issue of *Crain's New York Business* featured a number of articles on the recent blackout in Lower Manhattan. The magazine described some of the problems and losses which resulted from the blackout, as well as the steps being taken at various locations to prevent a recurrence.

Naturally, as part of the "catastrophe planning", the article described the

use of UPS systems and emergency power generators. Another angle on catastrophe prevention cited was at Newport Financial Center in New Jersey, where membranes were placed between floors to protect tenants from water damage.

At A.E.F. Sales, we have been positioning ourselves to offer the solutions to these problems -- and more.

To contain water damage, fire damage, and smoke damage-- to valuable equipment and data, and more valuable human beings, we

have a complete line of **Nelson** firestop solutions. And to keep data and communications systems up and running, we handle both **LorTec** and **Best UPS** -- either as stand alone systems, or as part of a complete emergency power solution including generators and transfer switches. Coordination is assured by having a single source of responsibility: A.E.F. Sales. And it all starts with a single phone call. We're anxious to help!

Tony Fasolino

... from the desk of Tony Fasolino

**INSIDE THIS ISSUE . . . Meet Fred Eigenrauch III . . . Voicemail . . .
. . . MCT Goes to Midtown Manhattan . . . AEF Goes to Ellis Island . . .**

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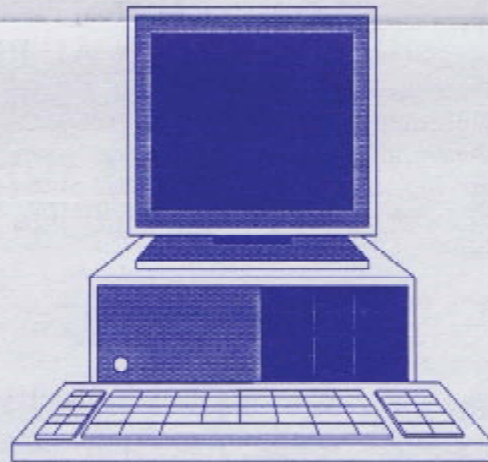
New Voicemail System Goes Online

At A.E.F. Sales, we've always placed great importance on listening to our customers. And since June 13th, we've been listening longer and harder than ever. On that date, we began operation of our Voice Mail Center. The center is in operation every business day from 8:00 AM until 6:00 PM. This adds three hours each day that we can be "in touch", since previous phone hours were limited from 9:00 to 12:00 in the morning, and from 1:00 to 5:00 in the afternoon. For our principal companies in the Central Time Zone, the work day is extended even further, since a two-hour "out to lunch" gap has been eliminated.

To use the system, just dial 914-698-0432 as always. On the second ring, a cheerful voice greets callers and gives instructions for using the voice mail system. Experienced users who know their salesman's mailbox number can skip the instructions by entering the correct mailbox number, followed by the "*" sign on a touch tone phone. (Rotary dial users simply leave their message at the tone which follows the system greeting. These calls are screened periodically during the day and forwarded to the correct mailbox.)

For example, let's say you want to contact Ed Chociey. Ed's mailbox number is 20. Just press "2", "0", and "*" at any time during the system greeting. The next voice you hear will be Ed's, updating you on his activity for the day and asking you to leave a detailed message. (Pressing "7" and then "*" during the system greeting lets you hear a listing of active mailboxes.)

Your message is digitally recorded on the hard drive of a computer. By pressing the "*" after you record your message, you can access an array of options -- including listening to or re-recording your message --or you can just hang up. Salesmen can retrieve their messages from any touch tone phone, and each message is automatically time and date stamped. "You have three new messages," a digitized voice responds when a staffer enters his password. "Message number one was received at 9:38 A.M. on September 14th ..."



As presently configured, each message can be up to 90 seconds long, which allows for plenty of detail. "The more information the customer leaves, the more likely we can come back to him with a complete answer," according to Peter Fasolino. "Everything --even the tone of voice, the sense of urgency -- comes through."

"As more of our customers get these systems, they'll be even more useful. We've had cases already where inquiries were made, prices and deliveries were quoted, and orders were placed without any 'real time' conversations taking place -- and with telephone tag completely eliminated." All of us at A.E.F. Sales are excited about this new service. We think it will do for voice communications what the fax machine has done for written communications. We're proud to be at the leading edge, and we'll be refining and expanding system capabilities as the technology continues to advance.

Nelson Electric Chosen For Ellis Island Pipe Tracing

Long before the politicians showed up, A.E.F. Sales was involved with the restoration of historic Ellis Island. In the very early stages of the project, a new sprinkler system was installed, running from one side of the island to the other. To protect that crucial line from freezing, a combination of Nelson products were selected.

For most of the piping, Nelson's Limitrace was chosen, with a special stainless steel braid for protection from

corrosion. Where the main header went over the wall and into the Hudson towards New Jersey, an M.I. cable was inserted to "gut trace" the pipe well below the surface of the river.

We don't often get asked to ship our cable by boat. But we do have United Parcel Service pickups every day, and we've got more than a mile of heater cable in our local stock now for fast shipment. Why not give us a call?

...F.Y.I...F.Y.I...F.Y.I...F.Y.I...F.Y.I...F.Y.I...

Fred Eigenrauch III Joins A.E.F. Sales Team

On September 4th, Frederick Eigenrauch III became the newest member of the A.E.F. Sales team. Fred is based in New Jersey and will be supplementing Ed Chociey's efforts there, as well as working with additional accounts in New York. A 1977 graduate of Rider College, Fred brings with him great enthusiasm, a high energy level, and experience that is tailor-made for the products and services offered by A.E.F. Sales.

He has an extensive background in power conditioning and UPS systems. For several years, Fred served as a district sales manager for Exide and, before that, as a Senior Sales Engineer with Topaz. These positions involved him in working with OEMs, distributors, consulting engineers, and end users -- many of the same markets he will be working with as part of our team. Most recently Fred has served as National Sales Manager for Rapid Power Technologies.

Fred's background even includes a stint with International Wire Products Corporation, in both planning and production positions. This experience should prove

useful in his sales efforts for Nehring Electrical Works.

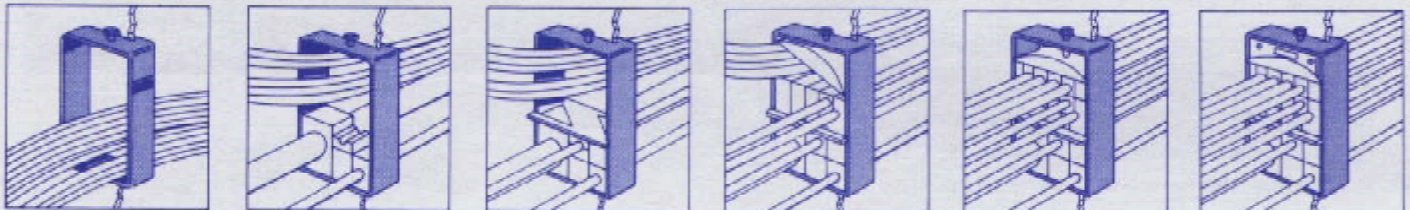
All work and no play would make Fred a dull boy, and that is certainly not the case. Growing up in Bergen County, Fred was an active Boy Scout, achieving the rank of Eagle and attending the World Jamboree in Japan in 1971. Current interests include hiking, camping, golf, tennis, scuba diving, skiing, and basketball.

"I'm very happy to have Fred on board as part of our team," Tony Fasolino, president of A.E.F. Sales commented. "His enthusiasm and his expertise in computer power products -- the fastest growing part of our company -- are bound to be a big part of our future success."

Welcome aboard, Fred!

What we think, or what we know, or what we believe is, in the end, of little consequence. The only consequence is what we do. ----- John Ruskin

Multi-Cable Transit Moves to Midtown Manhattan



Two years ago, readers of FYI learned about the installation of MCT in a new 40 story building in the heart of the financial district. That job was followed by another downtown project: the extensive renovation of 22 floors in an existing downtown building.

In both projects, MCT was chosen because it combines superior firestopping with cable support and cable management. The old way -- cable grips for support and firestops foamed into place -- was judged more costly to install and too difficult to modify without sacrificing fire-stopping integrity.

Ease of modification is critical, because today's office buildings are never really finished. They are continually being modified to keep up with changes in technology. And MCT literally provides the framework for that

growth. In addition to being easily modified to handle new cables, the grid system of MCT imposes an order on the hundreds of cables that provide power and communications in large office buildings. Instead of a tangled mess, cables are kept orderly. The job looks better, and the building works better.

Now we can tell you that MCT has moved into midtown Manhattan in a big way. A large financial institution has again chosen MCT as the cable management system of choice. The reasoning: proven results, with a better job at a lower installed cost.

If MCT is not the answer for your project, give us a call anyway. We have a complete range of NYC approved firestops --- and one of them is right for your application!

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Where Are They Now?

The A.E.F. Sales Little League team, managed by Mike McConney, did not repeat as champions. Mike is no longer with the company, but not because of baseball. Mike has accepted a position with Seven-Up, and seems to enjoy his new line of work.

Tony Napolitano, who covered Long Island for a time, surfaced recently at the Electric 90 Show at Javits Center. Tony is back into sales of consumer electrical products, working as national sales manager for a Suffolk County company. He is very happy in his new surroundings, and wanted to pass along his best wishes to former co-workers and customers.

Chris Fasolino, who worked here for more than ten years, is enjoying country life on forty acres in upstate (*way* upstate) Franklin County, New York. Taxes are low, folks are friendly, and nobody ever locks their doors.

Closing Thoughts . . .

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man.

George Bernard Shaw

When I was a kid, I read an art book and the author advised young artists to be themselves. That decided it for me. I was a corny kind of guy, so I went in for corn.

Walt Disney

RAPID POWER TECHNOLOGIES

- Computer Grade Power Products to 1000 kva

BEST POWER TECHNOLOGY

- Single Phase UPS to 15kva

NELSON ELECTRIC

- Firestops, Switching Products
- Heater Cable and Controls

ELECTRICAL POWER SYSTEMS

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LORTEC POWER SYSTEMS

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NORBERG INDUSTRIES

- Current Limiting Fuses, 2.4 to 38 kv

R.E. UPTEGRAFF MFG. COMPANY

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- Warranted rewinding and rebuilding services

CENTRAL MOLONEY

- Liquid-filled Single Phase Transformers to 500 kva
- Bushings, connectors, epoxy components

NEHRING ELECTRICAL WORKS for Utilities

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- Capacitors to 600 volts
- Custom Industrial Capacitors to 34 kv

AERO-MOTIVE

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